

I claim:

1. A sticker distribution system comprising:

a prize information display unit for displaying, on a browser of a terminal connected to the Internet, a first page carrying the names of sponsors of products, conditions for displaying stickers, and prize information showing prizes;

a sticker information display unit for displaying, on a browser of a terminal, a second page linked with prize information of a sponsor designated at a terminal, having a sticker sample window, a car type window, and a car color window, and displaying the rear image of a car in the state with a sample of a predetermined sticker attached;

an image extraction unit for reading from a database storing a plurality of car rear images showing samples of stickers attached to the rears of various types of cars of various colors a car rear image comprising the sample of a sticker selected in the sticker sample window, the type of the car selected in the car type window, and the color of the car selected in the car color window on the display unit; a user registration unit for registering user information identifying the user of a terminal; and a user preference information transmitting unit for transmitting to the sponsor the sticker sample selected by the user of a terminal and user preference information regarding a product of a sponsor providing the sticker sample.

2. A sticker distribution system as set forth in claim 1, further providing identification information on a sticker in accordance with the selected sticker sample and providing different points in a predetermined region with display confirmation devices for identifying the identification information of the sticker and sending the identification information to the sponsor providing the sticker through a predetermined communications line.

3. A sticker distribution method comprising the steps of:

displaying, on a browser of a terminal connected to the Internet, a first page carrying the names of sponsors of products, conditions for displaying stickers, and prize information showing prizes;

displaying, on a browser of a terminal, a second page linked with prize information of a sponsor designated at a terminal, having a sticker sample window, a car type window, and a car color window, and displaying the rear image of a car in the state with a sample of a predetermined sticker attached;

extracting a car rear image comprising a rear image of a car of a selected type of and selected color to which a selected sticker sample has been attached based on the sticker sample selected in the sticker sample window, the type of the car selected in the car type window, and the color of the car selected in the car color window and displaying it on the display unit;

registering user information identifying the user of the terminal;

transmitting the sticker sample selected by the user of the terminal and user preference information regarding the products of the sponsor providing the sticker sample to the sponsor;

providing identification information on a sticker in accordance with the selected sticker sample; and

identifying the identification information of the sticker at different points in a predetermined region and sending the identification information to the sponsor providing the sticker through a predetermined communications line.